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Substitute for form 1449A/B/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

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Complete If Known	
Application Number	10/774,957-Conf. #8773
Filing Date	February 9, 2004
First Named Inventor	Gerald McRobbie
Art Unit	3728
Examiner Name	S. T. N. Luong
Attorney Docket Number	418198002US

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	MM-DD-YYYY			

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NON-PATENT LITERATURE DOCUMENTS

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Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
	CA**	PRENTICE, K., "Your jive on a cuppa joe: Hands-on experience with coffee sleeve messages," Media Life, April 21, 2003, 4 pp., BriteVision Media, britevision.com/press/articles/0011.html
	CB**	WELLES, E., "Fighting Off Starbucks: How inventor Jay Sorenson defended his idea from the java giant," Fortune Small Business, October 26, 2001, 6 pp., fortune.com/fortune/smallbusiness/articles/0_15114_359080_00.html
	CC**	"CDs in soft drink cup caps," CNN.com, July 1, 2003, 2 pp., cnn.com/2003/TECH/ptech/07/01/

**Examiner
Signature**

/Shian Luong/ (05/26/2006)

Date Considered

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Substitute for form 1449A/B/PTO				Complete If Known	
				Application Number	10/774,957-Conf. #8773
				Filing Date	February 9, 2004
				First Named Inventor	Gerald McRobbie
				Art Unit	3728
				Examiner Name	S. T. N. Luong
Sheet	2	of	2	Attorney Docket Number	418198002US

		music.marketing.ap/index.html
	CD**	"Hand Delivering Your Message to the Most Qualified Consumers," BriteVision Media Coffee Sleeve and Café Marketing, (date unknown), 15 pp., www.britevision.com , San Francisco, California.

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Substitute for form 1449A/B/PTO				Complete If Known	
				Application Number	10/774,957-Conf. #8773
				Filing Date	February 9, 2004
				First Named Inventor	Gerald McRobbie
				Art Unit	3727
				Examiner Name	Not Yet Assigned
Sheet	1	of	1	Attorney Docket Number	418198002US

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)	MM-DD-YYYY		
SL	AA	US-5,746,312	05-05-1998	JIMMIE L. JOHNSON	
	AB	US-5,778,818	07-14-1998	FORREST A. MARSHALL	
	AC	US-5,897,019	04-27-1999	SCOTT STROPKAY	
	AD	US-5,958,536	09-28-1999	TIMOTHY L. GELSINGER	
	AE	US-6,158,155	12-12-2000	DAVID HUNTER BONEY	
	AF	US-6,594,297	07-15-2003	TOSHIRO HAYAKAWA	

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	CA	International Search Report mailed November 23, 2004, PCT Application No. PCT/US04/09060 - corresponding to the present application.			
	CB	Written Opinion mailed November 23, 2004, PCT Application No. PCT/US04/09060 - corresponding to the present application.			

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